

RJ REYNOLDS

TOBACCO COMPANY

Copy

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

AUGUST 1998

RJR Account #180000

R. Rinde
ELMIRA DISTRIBUTING

SALEM TEAR TAPE PROMOTION #800438: SEPTEMBER

Dear Rich:

Attached are September orders for Salem .30¢ Tear Tape product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162605
Enc. Retail Customer List
Wholesaler Packing Instructions

SEPSAL.DOC

51845 8121

ELMIRA DISTRIBUTING

SEPTEMBER DELIVERY SALEM TEAR TAPE

*** UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM AUGUST PRODUCT
DISTRIBUTION TO MEET SEPTEMBER DISTRIBUTION AS NEEDED ***

PRODUCT PO # 090898

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	#/ (6M) Cases @ .30¢ Off
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

PRODUCT / DISPLAYS ARRIVAL: SEPTEMBER 8, 1998

SHIP DATE TO RETAIL: WEEK OF: SEPTEMBER 14, 1998

EFT \$ AMOUNT: \$1,367.75

PACKING / SHIPPING PAYMENT \$19.00
(4 (6M) promoted case(s) @ \$4.75).

SEPTEMBER Drive Period 809 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

SEPTEMBER DELIVERY

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BPEN5BB3

WORKPLAN VAP TEMPLATE LISTING

PAGE: 10
 DATE: 98-08-04
 TIME: 04:58 PM

WHOLESLALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>
 TEMPLATE : 800438 80900 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		TAX	JURIS	SUPPLIER
							M85	M100	M85	M100			
162602	430853	RETSoF SHUR SAVE	2727 GENESEE ST.	RETSoF	NY	14539	1	1	1	1	4		
162604	269729	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY	14572	3	4	3	2	12	NYS	
162605	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1	4	2	3	10	NYS	
162605	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845			2		2	NYS	
162605	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POS	NY	14870	1	1	2	2	6	NYS	
162605	429128	BEV'S VARIETY	91-93 MAIN ST	PHILIPS	NY	14532	1	1	1	1	4		
162605	586474	POINT BEVERAGE	804 LAKE ST	ELMIRA	NY	14901	1				1		
162605	595846	POPPERS	110 VICTORY HWY	PAINTED POS	NY	14870	3	3	3	3	12		
162605	651484	JEFF'S MOBIL	639 W. CHURCH ST.	ELMIRA	NY	14905	1	1	1	1	4		
162605	708676	CAESAR'S SOUTHTOWN	SOUTHTOWN PLAZA-C	ELMIRA	NY	14904	4	4	4	4	16		
162605	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	1	1	1	1	4		
162605	731970	QUALITY BEVERAGE	1137 MAPLE AVE	ELMIRA	NY	14904	1	1	1	1	4		
162605	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1	1	1	3	6		
162605	752764	J&L DAIRY	455 ITHACA ROAD	HORSEHEADS	NY	14845	1	1	1	1	4		
162605	762547	CAESAR'S PARTY WORL	2077 LAKE RD	ELMIRA HEIG	NY	14903	2	2	2	2	8		
162605	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1	1	2	1	5		
162605	763557	LINDA'S CITGO	ROUTE 14	MONTOUR FAL	NY	14865			3	1	4		
162605	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904				1	1	0362-0102	046292
162605	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLE	NY	14891	1	1	2	3	7	NYS	

PAGE BREAK TOTAL ACCOUNTS 19 TOTAL QUANTITY 24 27 32 31 114

TEMPLATE TOTAL ACCOUNTS 19 TOTAL QUANTITY 24 27 32 31 114

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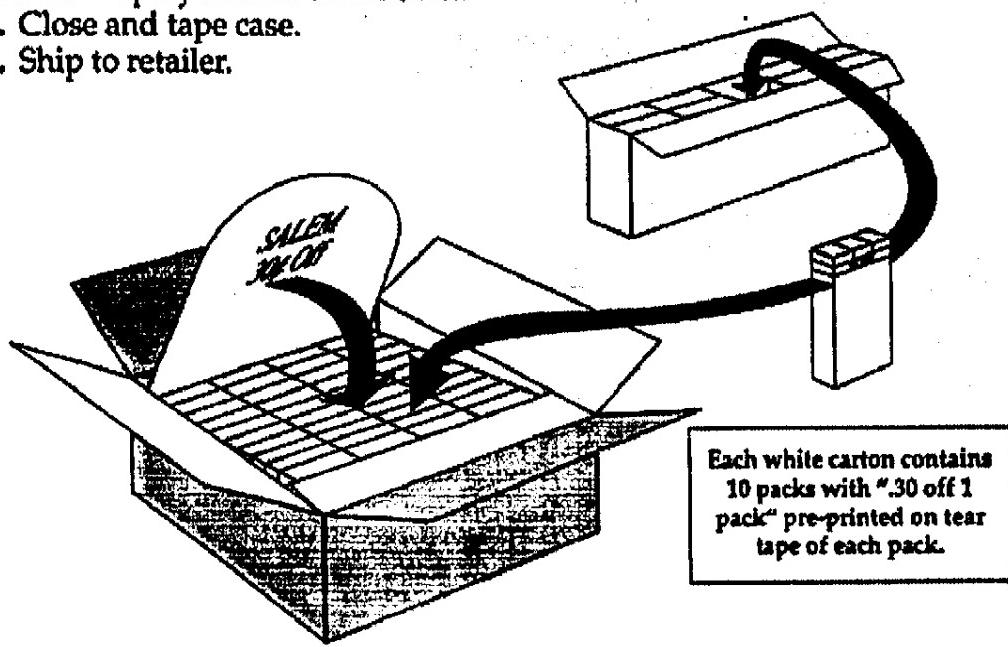
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE

3RD QTR '98

September SALEM 30¢ OFF 1 Pack Tear Tape**STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: SAL_98_30/1_PK

King	100	LT King	LT 100	
	Ship Number as Indicated			

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14
6/17/98

Salem '98

30¢ Off Pack Promotion

NOW
OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and poster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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